

Rep Order# 6815510 Ver# 1 Mod# 0 Status Confirmed
EC'd No

Traffic Order# 769201

Printed: 05/15/2012 2:43 PM

1 of 2

Last Received: 05/15/2012 11:17 AM
Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 549
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/549
Flight Dates 05/17/2012 - 05/23/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-----------|-----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | SU | 9A-10A | FOX NWS SUNDAY | :30 | \$50.00 | 05/20-05/20 | 1 | 1 | 1 | \$50.00 | |
| | 2 | F | 10A-11A | MAURY POVICH | :30 | \$50.00 | 05/18-05/18 | 1 | 1 | 1 | \$50.00 | |
| | 3 | TU | 10A-11A | MAURY POVICH | :30 | \$50.00 | 05/22-05/22 | 1 | 1 | 1 | \$50.00 | |
| | 4 | F | 3P-4P | PEOPLE'S COURT | :30 | \$50.00 | 05/18-05/18 | 1 | 1 | 1 | \$50.00 | |
| | 5 | TU | 3P-4P | PEOPLE'S COURT | :30 | \$50.00 | 05/22-05/22 | 1 | 1 | 1 | \$50.00 | |
| | 6 | TH | 10P-11P | FOX-NEWS AT 10< | :30 | \$175.00 | 05/17-05/17 | 1 | 1 | 1 | \$175.00 | |
| | 7 | M | 10P-11P | FOX-NEWS AT 10< | :30 | \$175.00 | 05/21-05/21 | 1 | 1 | 1 | \$175.00 | |
| | 8 | W | 10P-11P | FOX-NEWS AT 10< | :30 | \$175.00 | 05/23-05/23 | 1 | 1 | 1 | \$175.00 | |
| | 9 | F | 11P-1130P | SEINFELD< | :30 | \$60.00 | 05/18-05/18 | 1 | 1 | 1 | \$60.00 | |
| | 10 | TU | 11P-1130P | SEINFELD< | :30 | \$60.00 | 05/22-05/22 | 1 | 1 | 1 | \$60.00 | |

---REPORT TOTALS---

Report Totals: 10 / \$895.00

---SALES MONTHLY TOTALS---

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Rep Firm
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Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

May 12: 10 / \$895.00

Sales Totals: 10 / \$895.00

Station Totals: 10 / \$895.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$17,900 | CATV | 0% | WNGT | 0% | WNWO | 6% | WTOL | 37% | WTVG | 52% |
| | | WUPW | 5% | | | | | | | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE